

Sana'a University
Faculty of Mass Communication
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**BUILDING OF NEWSCAST
IN THE YEMEN SATELLITE CHANNEL**
Study of the form and Content

*A thesis submitted to Faculty of Mass Communication in sana'a
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ABSTRACT

This study has sought to specify the process of building priorities in the Yemen Satellite Channel's evening bulletin through analyzing the form and content of the news bulletin, investigating the opinions of the employees of the General Administration of News and identifying the impacts of the active actors in building up news priorities and making them orderly in the main news bulletin.

In light of that, the study relied on the media survey of the news content that was represented by a random sample of the main evening news bulletin. The study contains 89 news bulletins that were chosen to a full TV quarter. The comprehensive calculation of respondents was taken.

To evaluate the role of the effective forces in building up news priorities, the study used the calculating the relative weights to estimate the attention point that the active actors of the main bulletin receive. That was conducted via testing some Scientific hypothesis and making sure of its validity.

The study concluded that there is a relationship between the active actors and forming the main news bulletin of the channel through affecting on the priority order of the news bulletin, the length of the time area, geographic scope of covering, and the time of its presentation in the news bulletin.

The results showed that the state presidency, the executive authorities and the government officials took more coverage than the other active actors included in the bulletin. The presence of audience and the civil society was weak, and their role in the building up the main news bulletin were weak. That indicates to strength of official priority impacts on building up the news priorities of the channel and reflects its policy and its official approaches.

The results of the study demonstrated that the institutional determinants go before the determinants of the self-editor regarding the reporting the importance of the news story, its legibility to be selected to broadcasting in the major news bulletin.

They revealed a decline of the audience attention influence of the news on ordering the major news bulletin of the channel. According to the respondents, compared to impact of the official policy, taking into account the hierarchy of the state authorities, and the administrative directions received by the communication officer from higher authorities.

The results found out that the Yemeni News Agency, Saba, came as the consensus point of the respondents as the first source that can be depended on to get local, regional and international news, no other source can match it in respect to the dependence degree.